

WEST

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Cases

Search Results -

Terms	Documents
705/14 and L2	95

Database:

US Patents Full-Text Database
 US Pre-Grant Publication Full-Text Database
 JPO Abstracts Database
 EPO Abstracts Database
 Derwent World Patents Index
 IBM Technical Disclosure Bulletins

Search:

L3

Refine Search

Recall Text

Clear

Search HistoryDATE: Tuesday, September 24, 2002 [Printable Copy](#) [Create Case](#)

Set Name Query
side by side

Hit Count Set Name
result set

DB=USPT,PGPB,JPAB,EPAB,DWPI; PLUR=YES; OP=OR

<u>L3</u>	705/14 and L2	95	<u>L3</u>	(1)
<u>L2</u>	(705/\$ or 345/\$) and L1	466	<u>L2</u>	(2)
<u>L1</u>	(popup or pop-up or (pop adj up)) and (ad or advertising or advertise or advertisement) and (internet or www or web) and (screen or display or monitor) and (computer or laptop or pc)	771	<u>L1</u>	

END OF SEARCH HISTORY

(1) considered all
 (2) scanned titles, abs, clms, class/sub, inv

	Type	L #	Hits	Search Text	UBs	Time Stamp
1	BRS	L1	1466	(ads or ad or advertising or advertisement or advertise) and banner and (internet or web or www or online) and (screen or display or monitor)	USPAT; US-PGP UB; JPO; DERWEN T	2002/09/24 12:30
2	BRS	L2	1171	1 and (computer or terminal or laptop or pc) and (screen or monitor)	USPAT; US-PGP UB; JPO; DERWEN T	2002/09/24 12:33
3	BRS	L3	365	2 and multimedia	USPAT; US-PGP UB; JPO; DERWEN T	2002/09/24 12:33
4	BRS	L4	162	3 and (gui or (graphical adj user adj interface))	USPAT; US-PGP UB; JPO; DERWEN T	2002/09/24 12:34

(1) considered all

(2) scanned - titles, class/sub, inventn, assignee, class abt



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shoshkele

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 Search Technology
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Your search: shoshkele

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Web Page Matches

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Search Books!

1. [Boston.com / Travel advertising opportunities](#) - ... The **Shoshkele** is a new layered advertising medium developed by United Virtualities. ... This **Shoshkele** promoted AT&T's Digital Cable service. ...
<http://www.boston.com/sales/travel/n2.html> [Search within this site](#)
2. [What's a shoshkele?](#) - what's a **shoshkele**? Expression Enabling, Intelligent Branding! Our first Expression Enabling™ technology is the new medium creation, **Shoshkele**™. ...
<http://www.unitedvirtualities.com/whatisashosh.htm> [Search within this site](#)
3. [hwg-techniques archive: Like a shoshkele by "Lauren Hanka" <... - Like a shoshkele. by "Lauren Hanka" <bluejay@starband.net>. Date: Fri, 4 May 2001 10:14:09 -0700. To: <hwg-techniques@hwg.org>. References: army. ...](#)
[http://archives.hwg.org/hwg-techniques/005a01c0d4bd\\$a8ebb160\\$26914b94@vaio](http://archives.hwg.org/hwg-techniques/005a01c0d4bd$a8ebb160$26914b94@vaio) [Search within this site](#)
4. [Atkins "Press" Campaign](#) - ... The campaign includes creative that utilizes **Shoshkele**™ technology. ... **Shoshkele**™ units are universal; platform agnostic and do not require any plug-ins. ###
<http://www.digitalpulp.com/atkinspresscampaign/release.html>
5. [NETPLUS MARKETING SELECTS UNITED VIRTUALITIES FOR ASTRAZENECA ...](#) - ... NETPLUS MARKETING SELECTS UNITED VIRTUALITIES FOR ASTRAZENECA ONLINE ADVERTISING CAMPAIGN Campaign Marks Pharmaceutical Industry's First Use of "**Shoshkele** ...
<http://www.prweb.com/releases/2001/10/prweb29415.php> [Search within this site](#)
6. [NetPlus Marketing Selects United Virtualities For AstraZeneca ...](#) - ... Marketing Selects United Virtualities For AstraZeneca Online Advertising Campaign 10/24/2001 Campaign Marks Pharmaceutical Industry's First Use of "**Shoshkele** ...
<http://www.netplusmarketing.com/releases/release00008.cfm> [Search within this site](#)
7. [Advertising Specifications \(PDF\)](#) - ... If possible, when designing the **Shoshkele** paste as background the page on which it will be displayed so you can see how they interact. ...
<http://www.forbes.com/fdc/adspecs.pdf>
8. [advertisement](#) - ... United Virtualities ???????? **Shoshkele** ????? ????? ????
<http://www.unitedvirtualities.com Shoshkele ...>
<http://www2.nsknet.or.jp/~azuma/a/a0121.htm> [Search within this site](#)
9. [Geek.com Geek News - The new Web ads](#) - ... top of the page being viewed. Boston.com has rolled out **Shoshkele** advertisements from United Virtualities. The ad type loads a Flash ...
<http://www.geek.com/news/geeknews/2001apr/gee20010426005595.htm>
10. [about us about us about us AdRelevance 3.0 AdRelevance 3.0 ...](#) - ... The high-profile look and freedom of creativity afforded by technologies such as generic flash, java, Eyeblaster, and **Shoshkele** have spurred an auto industry ...

http://www.adrelevance.com/intelligence/miel_snapshot.jsp

11. Infosenyal - Multimedia y Comercio Electrónico - ... que rompen los límites de la animación.(8/7/02) Entre las nuevas fórmulas publicitarias on line aparecidas en los últimos tiempos, destaca el "**Shoshkele** ...
<http://www.senyal.com/infosenyal/>
12. Environmentally Friendly Business - ...
<http://quebec.about.com/library/weekly/aa040801a.htm> Try a **Shoshkele** Tired of using the same old banner ads to promote your online products or services? ...
<http://sbinfocanada.about.com/cnl/1/enviroenmen10.htm>
13. Telecom Italia - ... Ciò è avvenuto in prima battuta con gli "**shoshkele**", e successivamente con gli ooka ooka, strani nomi per altrettanto originali entità dell'online ...
http://www.telecomitalia.it/bit_about/media/inserti.asp Search within this site
14. Business Resources - ... UnitedVirtualities www.unitedvirtualities.com United Virtualities first Expression Enabling™ technology is the new medium creation, **Shoshkele**™. ...
<http://www.pnpa.com/resources/adv.htm>
15. Online Advertising Specs for Primedia Business Magazines & Media ... (PDF) - ... HTML, Flash, Unicast. Will accept for testing: Enliven, Bluestreak, DHTML, Audio, Real, Eyeblander, and **Shoshkele**. Non-accepted ...
<http://images.americanprinter.com/files/22/bannerspecs.pdf> (1)
16. GeeK: New web ads - ... ad one: http://www.boston.com/mediakit/shosh_globe.htm ad two: http://www.boston.com/mediakit/shosh_atbat.htm explanation of the "**Shoshkele**(tm)" ads:
<http://www.monkey.org/geeks/archive/0104/msg00046.html>
17. Artikel - ... Dann war der Spuk vorbei, und der Surfer durfte sich der Online-Zeitung zuwenden. Was das war? Ein "**Shoshkele**", die neueste Erfindung der Internet-Werber. ...
<http://home.uni-one.nl/anneke/artikel/shoshkeles.html>
18. Arnold Worldwide PR: Monster.com and Arnold Worldwide Team with ... - ... MONSTER.COM AND ARNOLD WORLDWIDE TEAM WITH UNITED VIRTUALITIES TO DELIVER FIRST **SHOSHKELE**. February 15, 2001 NEW YORK, NY. United ...
<http://www.arn.com/OurStory/PressReleases/ShoshkelePR.html> Search within this site (1)
19. webVisory 9 - ... United Virtualities, for example, developed "**shoshkele**", an ad that features animation and sound, and its elements typically move across a web page within the ...
<http://www.rightclicks.com/webVisory9.htm>
20. Netsurfer Digest 07.42 - ... CNET's got the goods. CNET: <http://news.cnet.com/news/0-1005-200-8105325.html>. **Shoshkele** Ads Are you already tired of pop-up ads? ...
<http://www.wantabe.com/netsurfer.html> (1)

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Search

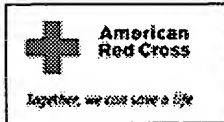
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Blood isn't just needed in a disaster. Fact is, every two seconds, somebody in America needs blood. www.redcross.org

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Blood isn't just needed in a disaster. Fact is, every two seconds, somebody in America needs blood. www.redcross.org

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 Your search: **shoshkele**
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Search Books!

- [SHOSHKELE](#)
- [Search Music!](#)
- [Search Movies!](#)

21. [Adlink](#) - The summary for this Greek page contains characters that cannot be correctly displayed in this language/character set.
<http://www.adlink.gr/article.asp?ID=2759> [Search within this site](#)
22. [United Sites of America](#) - To get an idea of a **Shoshkele**, picture yourself having your morning cup of coffee while reading your favorite Internet news service. ...
<http://www.unitedsitesofamerica.com/pages/shosh.htm>
23. [Business 2.0 - Magazine Article - Printable Version - Way Beyond ...](#) - ... 0.75%.
 Check it out: Any commercial website. Floating ad or **Shoshkele** Animated object, like a car that races across your screen. ...
<http://www.business2.com/articles/mag/print/0,1643,40552,FF.html> [Search within this site](#)
24. [Newsletter Archives: 2001 May 22 Issue # 38](#) - ... Now, the new term on the block is "shoshkele.". What's a **Shoshkele**? ... Even down to sounding out "shoshkele", as soon as I find a mouth full of marbles, that is. ...
<http://www.potentproducts.com/newsletter/038.html>
25. [O enervante pequeno segredo](#) - ... do cliente potencial, as empresas com presença na web estão tentando um truque ainda mais invasivo do que todas as experiências anteriores, o **Shoshkele**, um ...
<http://www.iis.com.br/~cat/parabolica/20011212c.htm>
26. [After the](#) (PDF) - ... MEDILL . NO RT HWESTERN . EDU Yahoo! superimposed a "shoshkele" for Pizza Hut over editorial content on its home page. Shoshkeles ...
<http://www.medill.northwestern.edu/alumni/medillian/spring02/online.pdf> [Search within this site](#)
27. [www.what.gr - The Daily Non Stop E-Bussines NEWS Site!](#) - The summary for this Greek page contains characters that cannot be correctly displayed in this language/character set.
<http://www.what.gr/displayIssue.asp?issueID=519>
28. [Nebula News](#) - ... go to contents. **Shoshkele** TM : the latest online advertising phenomenon. Shoshkeles are free-moving, multi-media graphics that are taking the online advertising ...
http://www.nebula.co.nz/news/NebulaNews_Apr02.htm
29. [Avenue A -- News](#) - ... To evoke the company's return to its outdoor heritage and complement other marketing efforts, White Horse developed **Shoshkele** (United Virtualities) "floating ad ...
<http://www.avenuea.com/news/releases/20020903.asp>
30. [Circle 1 Network > Our Services > Online Marketing](#) - ... Rich Media: **Shoshkele**, Flash, Shockwave, Animated GIF, Java, Javascript, DHTML, HTML, & 3rd party ad enabled. Product Showcase and Sampling. ...
http://www.circle1network.com/services/sv_marketing.html
31. [AskMen.com - Advertising](#) - ... Advertisers can run United Virtualities' **Shoshkele**, Unicast

Interstitials, or even pop-under. Costs do vary for each format, however. ...
<http://www.askmen.com/advertise.html>

32. Search Rotation (PDF) - ... Product Description Ad Placement Rich Media Opportunities Campaign Enhancements * HTML * DHTML * Enliven * Eyebaster * Flash * Unicast * **Shoshkele** * PointRoll ...
<http://www.cars.com/help/mediakit/13.pdf>
33. OF-14540 online (PDF) - ... currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast Will accept for testing: Enliven, Bluestreak, DHTML, Audio, Real, Eyebaster, and **Shoshkele** ...
<http://images.opsandfulfillment.com/files/37/OF-14540%20online.pdf>
34. Danny Thorne, SWEB, University of Kentucky - ... to a whole new level of effectiveness. " - United Virtualities, What's a **Shoshkele**? " No VE siren could ever replace the quotidian ...
<http://sweb.uky.edu/~dtthor0/> (1)
35. NetMedia 2001 Special: The credibility gap By Colin Meek - ... by Lifespan. Stone said another advertising technique that is causing concern is the inappropriate use of the 'shoshkele'. These ...
http://www.journalism.co.uk/ezone_plus/dotfark/story270.shtml
36. News - The summary for this Korean page contains characters that cannot be correctly displayed in this language/character set.
<http://www.i-biznet.com/news/newsList.asp?field=2> [Search within this site](#)
37. ChannelSeven.com - October 2001 Execs & Accounts - ... 10/26/01 - Online agency NetPlus Marketing has debuted a campaign for AstraZeneca's nasal allergy spray RHINOCORT AQUA using United Virtualities' **Shoshkele** ...
http://www.channelseven.com/newsbeat/execs/execs_accounts1001.shtml
38. Affisch.org ~ Weblog ~ A new breed of online adv and marketing ... - ... The first **Shoshkele**, to be unveiled on the Terra Lycos Network starting February 15, 2001, will feature Monster's newly animated mascot, Trumpasaurus, who made ...
<http://www.affisch.org/weblog/archives/00000087.html> [Search within this site](#)
39. PCBuyersGuide.com - News - ... already on my List for attempting to pressure me into the "proper" use of one of its trademarks) is already infamous as the developer of "shoshkele" ads ...
<http://thetechnozone.com/pcbuyersguide/> [Search within this site](#)
40. Plan.Net präsentiert Beyond the banner! Sonderwerbeformen im ... (PDF) - ... DHTML, Pop-Up, Sticky Ad, Scrolling Ad, Pop-Under, Wallpaper, **Shoshkele**, Klapp-Banner, Verfolger, Comet Cursor ... ! Mehr Impact durch mehr Multimedia ! ...
http://www.medientage-muenchen.de/archiv/pdf_2001/gertz_oliver.pdf

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Search Technology provided by Google

(r) considered all

DIALOG INFORMATION SERVICES

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SYSTEM:OS - DIALOG OneSearch

File 9:Business & Industry(R) Jul/1994-2002/Sep 23

(c) 2002 Resp. DB Svcs.

File 610:Business Wire 1999-2002/Sep 23

(c) 2002 Business Wire.

*File 610: File 610 now contains data from 3/99 forward.

Archive data (1986-2/99) is available in File 810.

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 275:Gale Group Computer DB(TM) 1983-2002/Sep 24

(c) 2002 The Gale Group

File 15:ABI/Inform(R) 1971-2002/Sep 21

(c) 2002 ProQuest Info&Learning

*File 15: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.

File 476:Financial Times Fulltext 1982-2002/Sep 24

(c) 2002 Financial Times Ltd

File 624:McGraw-Hill Publications 1985-2002/Sep 23

(c) 2002 McGraw-Hill Co. Inc

File 636:Gale Group Newsletter DB(TM) 1987-2002/Sep 24

(c) 2002 The Gale Group

File 621:Gale Group New Prod.Annou.(R) 1985-2002/Sep 23

(c) 2002 The Gale Group

File 613:PR Newswire 1999-2002/Sep 23

(c) 2002 PR Newswire Association Inc

*File 613: File 613 now contains data from 5/99 forward.

Archive data (1987-4/99) is available in File 813.

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc

File 16:Gale Group PROMT(R) 1990-2002/Sep 24

(c) 2002 The Gale Group

*File 16: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 634:San Jose Mercury Jun 1985-2002/Sep 23

(c) 2002 San Jose Mercury News

File 148:Gale Group Trade & Industry DB 1976-2002/Sep 24

(c)2002 The Gale Group

*File 148: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.

File 20:Dialog Global Reporter 1997-2002/Sep 24

(c) 2002 The Dialog Corp.

File 77:Conference Papers Index 1973-2002/Sep

(c) 2002 Cambridge Sci Abs

*File 77: As of October 1, 2002,Conference Papers Index will no longer be available. See HELP CSA77 for a list of alternative files.

File 35:Dissertation Abs Online 1861-2002/Aug

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 File 583:Gale Group Globalbase(TM) 1986-2002/Sep 24
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 File 65:Inside Conferences 1993-2002/Sep W4
 (c) 2002 BLDSC all rts. reserv.
 File 2:INSPEC 1969-2002/Sep W4
 (c) 2002 Institution of Electrical Engineers
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 File 233:Internet & Personal Comp. Abs. 1981-2002/Sep
 (c) 2002 Info. Today Inc.
 File 474:New York Times Abs 1969-2002/Sep 23
 (c) 2002 The New York Times
 File 475:Wall Street Journal Abs 1973-2002/Sep 23
 (c) 2002 The New York Times
 File 99:Wilson Appl. Sci & Tech Abs 1983-2002/Aug
 (c) 2002 The HW Wilson Co.
 File 256:SoftBase:Reviews,Companies&Prods. 82-2002/Aug
 (c)2002 Info.Sources Inc
 File 348:EUROPEAN PATENTS 1978-2002/Sep W03
 (c) 2002 European Patent Office
 File 349:PCT FULLTEXT 1983-2002/UB=20020912,UT=20020905
 (c) 2002 WIPO/Univentio
 File 347:JAPIO Oct 1976-2002/May(Updated 020903)
 (c) 2002 JPO & JAPIO
 *File 347: JAPIO data problems with year 2000 records are now fixed. Alerts have been run. See HELP NEWS 347 for details.
 File 635:Business Dateline(R) 1985-2002/Sep 21
 (c) 2002 ProQuest Info&Learning
 File 387:The Denver Post 1994-2002/Sep 23
 (c) 2002 Denver Post
 File 471:New York Times Fulltext 90-Day 2002/Sep 23
 (c) 2002 The New York Times
 File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
 (c) 2002 Phoenix Newspapers
 *File 492: This file is temporarily not updating.
 File 494:St LouisPost-Dispatch 1988-2002/Sep 23
 (c) 2002 St Louis Post-Dispatch
 File 498:Detroit Free Press 1987-2002/Sep 20
 (c) 2002 Detroit Free Press Inc.
 File 631:Boston Globe 1980-2002/Sep 22
 (c) 2002 Boston Globe
 File 633:Phil.Inquirer 1983-2002/Sep 23
 (c) 2002 Philadelphia Newspapers Inc
 File 638:Newsday/New York Newsday 1987-2002/Sep 23
 (c) 2002 Newsday Inc.
 File 640:San Francisco Chronicle 1988-2002/Sep 24
 (c) 2002 Chronicle Publ. Co.
 File 641:Rocky Mountain News Jun 1989-2002/Sep 18
 (c) 2002 Scripps Howard News
 File 702:Miami Herald 1983-2002/Sep 22

(c) 2002 The Miami Herald Publishing Co.
 File 703:USA Today 1989-2002/Sep 23
 (c) 2002 USA Today
 File 704:(Portland)The Oregonian 1989-2002/Sep 22
 (c) 2002 The Oregonian
 File 713:Atlanta J/Const. 1989-2002/Sep 22
 (c) 2002 Atlanta Newspapers
 File 714:(Baltimore) The Sun 1990-2002/Sep 20
 (c) 2002 Baltimore Sun
 File 715:Christian Sci.Mon. 1989-2002/Sep 24
 (c) 2002 Christian Science Monitor
 File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13
 (c) 2000 The Plain Dealer
 *File 725: This file is temporarily not updating.
 File 735:St. Petersburg Times 1989- 2000/Nov 01
 (c) 2000 St. Petersburg Times
 *File 735: This file is temporarily not updating.
 File 477:Irish Times 1999-2002/Sep 23
 (c) 2002 Irish Times
 File 710:Times/Sun.Times(London) Jun 1988-2002/Sep 24
 (c) 2002 Times Newspapers
 File 711:Independent(London) Sep 1988-2002/Sep 23
 (c) 2002 Newspaper Publ. PLC
 *File 711: Use File 757 for full current day's news of the Independent, as
 as well as full coverage of many additional European news sources.
 File 756:Daily/Sunday Telegraph 2000-2002/Sep 24
 (c) 2002 Telegraph Group
 File 757:Mirror Publications/Independent Newspapers 2000-2002/Sep 24
 (c) 2002

Set	Items	Description	
S1	27	SHOSHKELE	(1)
S2	18	RD (unique items)	(1)
S3	18259	((POP-UP) OR (POP (W1) UP)) AND (AD OR ADS OR ADVERTISING - OR ADVERTISEMENT OR ADVERTISE)	
S4	11464	S3 AND (WEB OR INTERNET OR WWW)	
S5	3238	S4 AND (COMPUTER OR PC OR LAPTOP) AND (SCREEN OR DISPLAY)	
S6	607	S5 AND (PD<20000913)	
S7	57	((INTERNET (W1) ADVERTISING) OR (WEB (W1) ADVERTISING)) AND S6	(21)
S8	46	RD (unique items)	(1)

(1) considered all
 (2) scanned brief summaries